



Susan Bysiewicz
SECRETARY OF THE STATE
CONNECTICUT

For Immediate Release:
September 10, 2008

For more information:
Av Harris: (860) 509-6255
Cell: (860) 463-5939

- PRESS RELEASE -

BYSIEWICZ TO SPONSOR ‘STAY GREEN’ SHOWCASE FOR SMALL AND MINORITY OWNED BUSINESSES

SHOWCASE TO PROVIDE ENTREPRENEURS WITH NETWORKING OPPORTUNITIES AND TOOLS TO BENEFIT THE PLANET AND PROFIT MARGINS

WALLINGFORD: The Secretary of the State’s Small and Minority Business Unit will hold its 18th Connecticut Showcase on September 11th at the Mountain Ridge Resort in Wallingford. The Showcase will run from 11:00 a.m. until 4:00 p.m. and feature more than 100 exhibitors, continuing to be one of the largest small and minority-business networking events in the state and is designed especially for new and developing small businesses.

The Showcase will focus on getting small businesses to “Stay Green”; building on the previous “Go Green” theme at the business showcase in May, it is designed to give small and minority businesses tools to reduce energy consumption, maximize efficient building design, and increase recycling and reuse of materials. These are steps which have the twin benefit to small businesses of significantly cutting costs and increase profits while at the same time reducing carbon emissions and benefitting the environment.

“With all of the challenges facing our economy including the high cost of energy, it is imperative that our small businesses in Connecticut be equipped with the technology and the knowledge to compete and succeed in the global marketplace,” said Secretary of the State Susan Bysiewicz, Connecticut’s chief business registrar, “A 21st century business must take into account its environmental impact and the amount of energy it consumes, since both factors substantially affect profits.”

The showcase will feature exhibits by more than 100 companies and agencies, including representatives from The U.S. Postal Service, State Farm Insurance, Merrill Lynch, and dozens of small and minority owned businesses in Connecticut.

A special guest of the Wallingford showcase is author and entrepreneur Sonia Alleyne, the Senior Editor of *Black Enterprise* Magazine. Alleyne will present a keynote address at the showcase and will also be signing copies of her book Not Good Enough and Other Unwritten Rules for Minority Professionals.

One highlight of the September 11th showcase will be the “Elevator Pitch Contest” in which three finalist entrepreneurs will compete to see who can make the best pitch for their business in 60 seconds or less. This year’s finalists are: Princess Bola Adelani of Royal Proclamations in Hartford, Carol Mon of Corporate Storyteller in Newington, and Dori DeCarlo of the company S1 Safety First in Shelton. Each of the three contestants will also be given pointers on their sales pitch and networking from experienced professionals who will judge the competition.

There will also be seminars and panels focusing on subjects such as increasing profit margins while reducing energy costs, improving customer service, alternative financing, how to keep your business ‘recession proof’ and doing an Eco-Makeover on your business. Representatives from various state and federal agencies will also be on hand in the “dugout,” a regular feature of the business showcase meant to and answer questions and help small and minority business owners navigate their way through regulations that must be followed and forms that must be completed for different areas of business.

The Connecticut Showcases have been held twice each year in different locations across the state. These include events similar to traditional business expos; however, they are carefully designed to accommodate the small and minority-owned enterprises.

“These business showcases provide ‘one-stop-shopping’ for small business owners in the areas of marketing, networking, funding, and developing partnerships with local businesses,” said Secretary Bysiewicz, “ Small businesses in Connecticut are responsible for over 906% of the new jobs created over the past ten years, and the growth of these businesses helps to grow our state’s economy and job base.”

Sponsoring this year’s Connecticut Showcase are: *Black Enterprise*, Comcast, State Farm Insurance, Quinnipiac Chamber of Commerce, Greater Meriden Chamber of Commerce Carmody & Torrence LLP, NLR, CDA, U.S. Postal Service, Gateway Community College, Score, SIFE, www.buildingctgreen.com, www.smallbusinesscamp.com, La Guia Hispana, Webster Bank, CONNDOT, CMSDC, CTPhoneBook.com, Microsoft, and the Office of the Business Advocate.

For more information visit: www.CTShowcase.org